

Notice of Proposed Sole Source Procurement

State of Utah
Division of Purchasing
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Notice Number: **NOSS04159**

Date Posted: January 20, 2004

Due Date for
Comments: January 28, 2004
at 5:00 pm

The Utah Procurement Code provides that a procurement may be made without competition when there is only one source for the required supply or service. Therefore, a "sole source" procurement is justified if there is only one product or service that can reasonably meet the state's need and there is only one vendor who can provide the product or service.

The Division of Purchasing has received a request to make the following sole source procurement.

Requesting Agency: **Department of Health**

Product and/or service to be purchased: **Continued implementation of The Truth anti-tobacco media campaign, targeting Utah adults, youth under 12, youth over 12, college-age adults, union workers, Hispanics, Native Americans, pregnant women, and rural populations.**

Proposed Sole Source Supplier: **Crowell/Love (C/L) Partnership**

Sole Source Justification: **The Tobacco Prevention and Control Program (TPCP) has worked successfully with the Crowell/Love Partnership over the past four years to implement an outstanding anti-tobacco campaign. The TPCP has no desire to change contractors, but is posting this notice in accordance with state requirements.**

Four years ago, the C/L Partnership was selected through a competitive bid process. Since then, the campaign has built considerable momentum, and the campaign has received tremendous national attention. The Truth campaign has won several state and national awards, it has been featured in national publications, staff have been invited to present about the campaign at several national conferences and events, and other states have

used the campaign as a model. The success of the campaign is indicated by a 95% recall rate among all Utahns. In addition, 66% of Utah smokers report making serious quit attempts in the last year, which is 27% higher than the national average of 52%. Utah is one of only two states to show a linear decrease in adult smoking rates in the country since 1996.

The C/L Partnership has developed systems to coordinate with multiple state and local agencies. They provide hands-on assistance to these agencies, and have established infrastructure that links the media campaign to everything we do in the Tobacco Prevention and Control Program. This includes coordination with the Utah Tobacco Quit Line, QuitNet, Local Health Departments and other agencies. It has taken years to establish these relationships of trust and collaboration.

The C/L Partnership has an extensive background in social marketing. This is a unique form of marketing, and very different from simply developing public service announcements, or other forms of advertising. Social marketing takes into account the complex nature of our target populations and issue, and combines innovative marketing tailored to multiple, hard-to-reach populations, with grassroots efforts designed to take our message to our targets in their own environments, and promote complicated behavior and lifestyle change.

The TRUTH anti-tobacco brand, as established over the past several years by the C/L Partnership has extremely high recognition in Utah. A great deal of time and money has gone into building the brand identity and messages associated with it. The TRUTH brand enables us to tie together messages across Utah, even those from partner agencies, to create cohesive messages that complement each other. The brand identity is complex. All media and marketing efforts conducted by the C/L Partnership that Utahns have become familiar with, contribute to the brand's identity.

The C/L Partnership has twenty-five staff with expertise related to our contract, who have developed years' worth of experience and knowledge in tobacco prevention and control. This knowledge means that the ad development process has become very streamlined. Their staff is familiar with subtle and complex issues that allow them to tailor ads to our needs and those of the target population; another agency, however creative, may take years to reach this level of expertise.

Since the beginning of the campaign, an outstanding level of match and added value has been negotiated with media vendors in Utah,

generating more than \$4 million of additional exposure and media value to the campaign, and becoming a model for all other public service or issue-oriented campaigns in the state. The level of match has been maintained because of the vendors' commitment to the existing The Truth campaign and contractor.

Continuing to contract with the C/L Partnership will enable us to secure these numerous benefits. It is in the state of Utah's best interests to maintain the momentum of this highly visible and successful campaign.

If for any reason any party does not agree with the proposed sole source procurement, please email **Nancy Orton** in the Utah Division of Purchasing at **nancyo@utah.gov** prior to the "Due Date for Comments" indicated above.